



ARAB ACADEMY FOR SCIENCE, TECHNOLOGY & MARITIME TRANSPORT

Graduate School of Business

**“Individual Factors Affecting Knowledge Sharing Behavior: An Applied Study
on Pharmaceutical Innovation Project Teams at Pharco Corporation”**

By

Hanaa Abdel-Maguid

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Under Supervision of

Prof. Dr. Ghada El-Kot

**Professor of Human Resources and Organizational Behavior,
Dean of Graduate School of Business
Arab Academy for Science, Technology & Maritime Transport
Alexandria**

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Abstract

Knowledge sharing has been recognized as a positive critical force for the survival of organizations. However, the factors that promote or discourage knowledge sharing behaviors in the organizational context are not clearly understood. While much research has examined methods and systems that can facilitate knowledge sharing, there is less research on the factors that may influence an individual's willingness to share knowledge with others in an organization (Cyr & Choo, 2010). The current study attempts to fill the void in the integrative research by investigating the most crucial individual factors that influence the knowledge sharing behaviors of team members in Egyptian Pharmaceutical context.

The current study adopted an integrated research model. The Social Exchange Theory, Motivation Theory, and Revised Theory of Planned Behavior (RTPB), were employed in selecting the elements of the research model, the factors have been selected in terms of the Costs & Benefits of the Social Exchange Theory, Intrinsic Motivations of the Motivation Theory, namely: Enjoyment in helping others, Loss of knowledge power, and Need for Affiliation. Knowledge Self-Efficacy, Attitude toward knowledge sharing, and Intention to share knowledge were adopted from RTPB.

In total, 207 responses were collected from the teams of Pharmaceutical Innovation Projects. The research model was tested within the context of an empirical study. The findings provide significant statistical support for the research model, accounting for about 37 % of the variance in the attitude toward knowledge sharing explained by the enjoyment in helping others, loss of knowledge power, and need for affiliation, and 30 % of the variance in the intention explained by attitude and knowledge self-efficacy. All the five hypothesized relationships were supported confirming the impact of the four chosen intrinsic motivational factors on enhancing the attitude towards knowledge sharing and the intention to share knowledge. Therefore; it offers the Egyptian Pharmaceutical organizations evidence to utilize in enhancing knowledge sharing attitudes and intentions of the employees by fostering a work environment that unleashes and develops their intrinsic motivations to share their knowledge.